

WHAT IS CLAIMED IS:

1 1. A messaging method for use with recorded digital audio media played
2 in digital audio media players, the method comprising steps of:
3 providing a message broadcast to digital audio media players;
4 then, within a digital audio media player,
5 receiving messages as a result of said step of providing,
6 storing received messages; and
7 playing a stored message in response to a playback operation of the
8 digital audio media player.

1 2. The method according to claim 1, wherein said playback operation
2 comprises a track end.

1 3. The method according to claim 2, wherein a random number of
2 messages are played by said step of playing in response to a playback operation of the digital
3 audio media player.

1 4. The method according to claim 1, further comprising a step of
2 converting, after said step of receiving, a received message if the message is in analog
3 format.

1 5. The method according to claim 1, wherein said step of storing
2 comprises:
3 initially storing a received message in short term memory;
4 checking long-term memory to see if space is available for the received
5 message, then, if space is available for the received message, transferring the received

6 message to long-term memory, else, freeing space in long-term memory and then transferring
7 the received message to long-term memory.

1 6. The method according to claim 5, wherein said step of storing frees
2 space in long-term memory by deleting messages beginning with oldest messages until
3 enough space exists for the received message.

1 7. The method according to claim 1, wherein said step of playing includes
2 steps of forming a message play plan to determine how many messages should be played
3 from memory in response to a playback operation.

1 8. The method according to claim 7, wherein said step of playing includes
2 a step of launching the message play plan.

1 9. The method according to claim 8, wherein said step of forming a
2 message play plan comprises:
3 reading control code data from a digital audio medium in the player;
4 storing control code data, wherein the control code indicates, at least, break
5 locations between tracks;
6 executing the message play plan; and
7 erasing control code data when either the digital audio medium in the player
8 is removed or the player is turned off.

1 10. The method according to claim 9, wherein said step of forming a
2 message play plan further comprises:
3 checking memory to determine a number of messages stored therein;

4 determining, using the control code data, tracks on the digital audio medium
5 that will have messages played between them; and
6 determining, based on the number of messages stored in memory and the
7 number of breaks between tracks indicated by control code data, a number of messages to
8 play at each break between tracks.

1 11. The method according to claim 10, wherein the step of determining,
2 using the control code data, tracks on the digital audio medium includes randomness.

1 12. The method according to claim 10, wherein said step of launching a
2 message play plan comprises:
3 identifying, using control code data, a next track on the digital audio medium
4 to be played;
5 using the message play plan to determine if a message is to be played before
6 the next track, then, if no message is to be played, returning to said step of identifying,
7 otherwise, determining the number of messages to be played from the message play plan, and
8 pulling that number of messages from memory and playing the messages pulled from
9 memory prior to the next track.

1 13. The method according to claim 1, wherein said playback operation is
2 a track end and said step of playing includes selecting a message from memory based upon
3 a track title.

1 14. A messaging promotion method for use with recorded digital audio
2 media played in digital audio media players, the method comprising steps of:
3 arranging distribution of portable digital audio media players capable of
4 playing digital audio media, receiving messages from a wireless broadcast, storing received

5 messages and playing a stored message in response to a playback operation of the digital
6 audio media player to a target group of people;
7 providing a message broadcast to players distributed in said step of distributing.

1 15. The method according to claim 14, further comprising a step of arranging
2 manufacture, prior to said step of distributing, players to be distributed in said step of
3 distributing.

1 16. The method according to claim 15, wherein said step of arranging includes
2 arranging for marking of players to be distributed with promotion indicia.

1 17. The method according to claim 14, wherein the messages promote music
2 and include music samples.

1 18. The method according to claim 14, wherein said step of arranging
2 comprises distributing to at least two target groups of people and said step of providing
3 comprises providing a separate broadcast to players distributed to separate target groups of
4 people.

1 19. The method according to claim 18, wherein players having different
2 receiving channels are distributed to separate target groups of people and the separate
3 broadcast is achieved by using separate channels.

1 20. The method according to claim 18, wherein separate target groups of
2 people are geographically separated and the separate broadcast is achieved by geographic
3 separation between broadcasts.

1 21. A message receiving and playing digital audio media player comprising:
2 a digital audio medium module which plays digital audio media;
3 a wireless receiver module which receives messages from a wireless broadcast,
4 stores received messages, and outputs stored messages in response to a playback operation;
5 an audio output which produces audio in response to playing of digital audio
6 media or outputting of messages from memory;
7 an interface to interface the audio output to the digital audio medium module
8 and the wireless receiver module.

1 22. A messaging method for use with recorded digital audio media played
2 in digital audio media players, the method comprising steps of:
3 loading messages into memory of digital audio media players;
4 then, within a digital audio media player,
5 storing messages received from said step of loading; and
6 playing a stored message in response to a playback operation of the
7 digital audio media player.

1 23. The method according to claim 22, wherein said playback operation is
2 a track end and said step of playing includes selecting a message from memory based upon
3 a track title.